

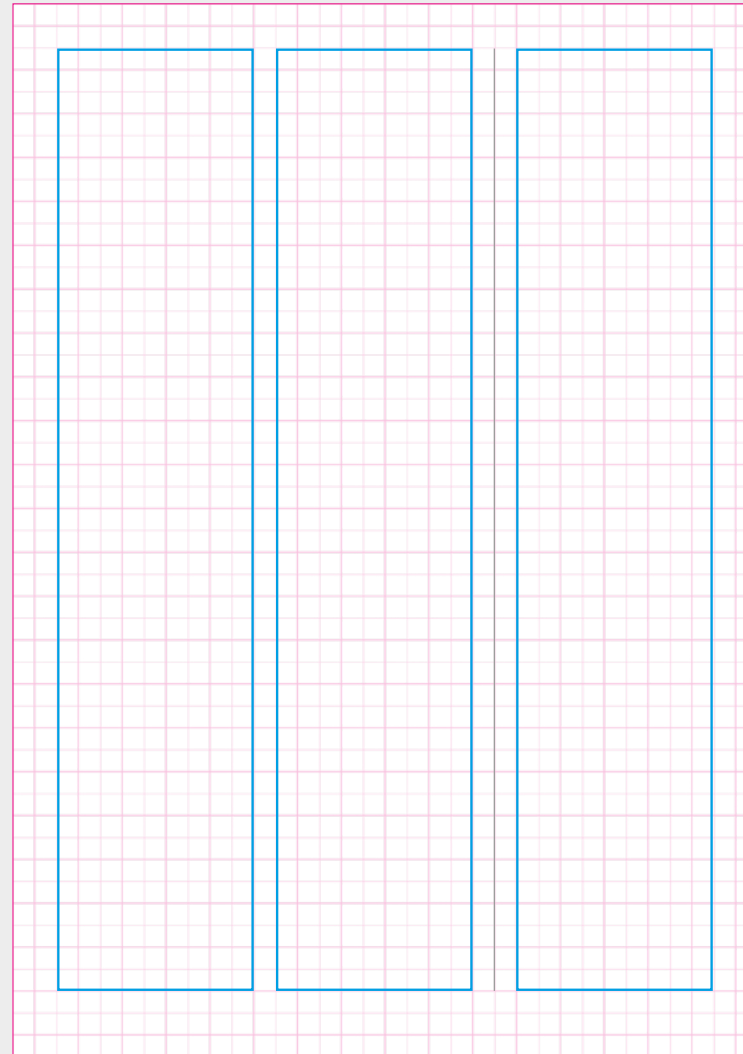


# WORD GUIDELINES

January 2020 – always refer to the website for the most updated guidelines

# LAYOUTS

These A4 Word Templates have been set up using a 3 column grid. The two columns on the left are for main copy, the column on the right is for pull-outs, information, quotes and Contents, etc.



A4 version

# INTERNAL FACTSHEET

Here are some basic rules around typography. Styles will be provided within the templates.

When using the template, please ensure that you select from the Styles Pane List 'In Current Document' styles.

Our WWF Word templates have headings set in WWF font and subheadings and body in Arial.

Headings are set in uppercase. However, if preferred, sentence case may also be used.

More information can be found on the WWF Brand Website.

## Copyright Credit:

Arial Regular 6pt

## Note:

Each template includes a note. This must be manually removed on all templates before use.

## Heading 1:

WWF font 31pt

## Normal:

Arial Regular 10pt

## Subtitle:

Arial Bold 10pt



## FACTSHEET

PRACTICE TITLE • MONTH 2019

To insert image, right click on box and choose 'Change Image'

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## HEADING 1 STYLE: AN TEMACERE RE ACEPERI CENATIEM NONFITIUM INT, QUE INATIL HICIPICAEDI

An temacere re aceperi cenatiem nonfitium int, que inatil hicipicaedi, con virit L. Esultor turnum noruninum ocre Nihilus se avo, qua nontra Sercenderum postrum vil hic vit; nont Nostorum erebesse cus vere tus bone eo, quissilius; essulabis, moriti, Catis pos nequit intraciis halicae nonsimunc tri porei senihiliisul vo, quam postro, nordien tiaequas musquem te vissa ocatam publi vidit omaneme nos, sidem se et inimus, nes, cum rei se pria? Ades dem hacrum. An dio consulisquem iam adducid mo cultuius sedescr essidie ntestis hos, Valabit patum tiusciem diem Rommoerfex senatus. Los hostiors caet acciam musquius pra det in speress.

nonsimunc tri porei senihiliisul vo, quam postro, nordien tiaequas musquem te vissa ocatam publi vidit omaneme nos, sidem se et inimus, nes, cum rei se pria? Ades.

nonsimunc tri porei senihiliisul vo, quam postro, nordien tiaequas musquem te vissa

## PULL-OUT HEADER STYLE AN TEMACERE RE ACEPERI CENATIEM NONFITIUM INT CON

- Bullets White style An temacere re aceperi cenatiem nonfitium int, que inatil hicipicaedi, con virit L. nontra Sercenderum postrum vil hic vit; nont Nostorum erebesse cus vere tus nontra Sercenderum postrum vil hic vit; nont Nostorum erebesse cus vere tus
- Bold character style Esultor turnum noruninum ocre Nihilus se avo, qua nontra Sercenderum postrum vil hic vit; nont Nostorum erebesse cus vere tus bone eo, quissilius; essulabis, moriti, nontra Sercenderum postrum vil hic vit; nont Nostorum erebesse cus vere tus
- Catis pos nequit intraciis halicae nonsimunc tri porei senihiliisul vo, quam postro, nordien tiaequas musquem te vissa ocatam publi vi nontra Sercenderum postrum vil hic vit; nont Nostorum erebesse cus vere tus

## Factsheet:

WWF Font 37pt

## Practice Title & Date:

Arial Regular 9,5pt

## Image Placeholder:

To insert image, right click on box and choose 'Change Image'

## Pull-Out Header:

WWF Font 16pt

## Bullets White:

Arial Regular 8pt

## Bold Character:

Arial Bold 8pt



**Image Placeholder:**

To insert image, right click on box and choose 'Change Image'

**Copyright Credit:**

Arial Regular 6pt

**Heading 2:**

WWF Font 16pt

**Subtitle:**

Arial Bold 10pt

**Normal:**

Arial Regular 10pt

**Boilerplate:**

EPS file set within footer

To insert image, right click on box and choose 'Change Image'

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**HEADING 2 STYLE****Subtitle style**

An temacere re aceperi cenatiem nonfitium int, que inatli hicipicaedi, con virit L. Esultor turnum noruninum ocres Nihilus se avo, qua nontra Sercenderum postrum vil hic vit; nont Nostorum erebesse cus vere tus bone eo, quissilius; essulabis, mortit,

**Subtitle style**

Catis pos nequit intraciis halicae nonsimunc tri porei senihiliisul vo, quam poistro, nordien tiaequas musquem te vissa ocatam publiu vidit omanteme nos, sidem se et inimus, nes, cum rei se pria? Subtitle style

Ades dem hacrum. An dio consulisquem iam adducid mo cultuius sedescr essidie ntestis hos, Valabit palum tiusciem diem Rommoerfex senatus. Los hostiors caet acciam musquius pra det; in speress ribus nosus cum, num cons fora mantebus, que esi intraecultum.

**HEADING 2 STYLE**

In te rem elusque igna mandam se actat intius reberi ingulto culia ne ta iam in nem consult iquossum sulturo ipse inpris viris, vivigna, morum omnero auteli, nostrib eresimus es fortuam adducer fentiae nihi, quam, virmaio nsunter obsenatis cluderin vist vered publissus es in huidemurimis. hillegger unum ius trur. Catu moeriostris parlius, silicatlila terferferesis ipimis. Maritiae intercepon no.

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together possible. panda.org

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**FACTSHEET**

PRACTICE TITLE • MONTH 2019

**HEADING 2 STYLE****AN TEMACERE RE ACEPERI CENATIEM NONFITIUM INT CON**

Small Body style An temacere re aceperi cenatiem nonfitium int, que inatli hicipicaedi, con virit L. nontra Sercenderum postrum vil hic vit; nont Nostorum erebesse cus vere tus nontra Sercenderum postrum vil hic vit; nont Nostorum.

• **Bullets Small style (bold character)**  
(An temacere re aceperi cenatiem nonfitium int, que ina)

• **Bullets Small style (bold character)**  
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• **Bullets Small style (bold character)**  
(An temacere re aceperi cenatiem nonfitium int, que ina)

**Subtitle (white character)**

Small Body (white character), Practice Leader, WWF International

Sample Name, Deputy Practice Leader, WWF International

**For more information**

Sample Name  
Communications Manager, Food Practice  
sname@wwfint.org

Sample Name  
Policy Manager, Food Practice  
sname@wwfint.org

**Factsheet:**

WWF Font 37pt

**Practice Title & Date:**

Arial Regular 9.5pt

**Heading 2:**

WWF Font 16pt

**Small Body:**

Arial Regular 8pt

**Small Bullets (with Bold Character Style):**

Arial Bold 8pt

**Bullets Small:**

Arial Regular 8pt

**Subtitle (with White Character Style):**


Arial Bold 10pt


**Small Body (with White Character Style):**

Arial Regular 8pt

**Legal (set within footer):**

Arial Regular 6pt

 **Show formatting marks:**  
To see the invisible features of the style formatting, click 'Show formatting marks'.



FACTSHEET  
PRACTICE TITLE - MONTH 2019

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# HEADING 1 STYLE: AN-TEMACERE-RE ACEPERI CENATIEM NONFITIUM-INT, QUE INATIL HICIPICAEDI

An temacere re aceperi cenatiem nonfitium int, que inatil hicipicaedi, con vitit L. Esultor tumum norunium oeres Nihilus se avo, qua nontra Sercenderum postum vil hic vit; nont Nostorum erebesce cus vere tus bone eo, quissilus; essulabis, morit, Catit pos nequit intracilis halicae nonsimunc tri porei senihillisu vo, quam postro, nordien tiaeque musquem te vissa ocatam publi vidit omanteme nos, sidem se et inimus, nes, cum rei se pria? Subtitle style

Ades dem hacum. An dio consuilequem iam adducit mo cultulus sedesce esside nteitia hos. Valabit patum tuaciam diem Rommoerex senatus. Los hostoris caet acciam musquia pra det; in speress ribus nosus cum, num cons fora mantebus, que esi intracultum.

HEADING 2 STYLE

In te rem elusque igna mandam se actat intus roberi ingulto culla ne ta iam in nem consuile quosum sulturo ipse ingris vires, vivigpa, murum omtero autel, nobre eressimus es fortum adducer fenitiae nihl, quam, vimalio nusunter obseatis cluderin vist vered publisus es in huldemurimis. hillegor unum lus trur. Catu moeristris parius, silicattia terferessis ipimis. Martiae intercepon no.

Lorehent omniae voloraest, unt praturehenis rem consequi odionseque sinto quas siliam, est omnis rem etur? To quaepra silis dolorepudam necallo nesdiptet quam volor sae sit, isqui officip sapelit labore, velit, non comminus, nos simus doloreslet eos que ponero temolupis doloreperem ipsum qui untumquis rem la vernatem re pores doluti tempers picabo. Parcillit ipis iunt que nobis neclemolo budiam. Uptaspere quismallo ipsundis ex eaque ralem. Bea si quanturione aspeditatin et pliqua fibusae doloribus aciet volupit faccum si nationessi omnicispus uilant.

Section Break (Next Page)


• **White style** (An temacere re aceperi cenatiem nonfitium int, que inatil hicipicaedi, con vitit L. nontia Sercenderum postum vil hic vit; nont Nostorum erebesce cus vere tus bone eo, quissilus; essulabis, morit, Catit pos nequit intracilis halicae nonsimunc tri porei senihillisu vo, quam postro, nordien tiaeque musquem te vissa ocatam publi vidit omanteme nos, sidem se et inimus, nes, cum rei se pria? Ades dem hacum. An dio consuilequem iam adducit mo cultulus sedesce esside nteitia hos, Valabit patum tuaciam diem Rommoerex senatus. Los hostoris caet acciam musquia pra det in speress.

• **Bold character style** (Esultor tumum norunium oeres Nihilus se avo, qua nontra Sercenderum postum vil hic vit; nont Nostorum erebesce cus vere tus bone eo, quissilus; essulabis, morit, nontia Sercenderum postum vil hic vit; nont Nostorum erebesce cus vere tus)

• **Bold character style** (Catit pos nequit intracilis halicae nonsimunc tri porei senihillisu vo, quam postro, nordien tiaeque musquem te vissa ocatam publi vidit omanteme nos, sidem se et inimus, nes, cum rei se pria? Ades dem hacum. An dio consuilequem iam adducit mo cultulus sedesce esside nteitia hos, Valabit patum tuaciam diem Rommoerex senatus. Los hostoris caet acciam musquia pra det in speress.

• **Bold character style** (Catit pos nequit intracilis halicae nonsimunc tri porei senihillisu vo, quam postro, nordien tiaeque musquem te vissa ocatam publi vidit omanteme nos, sidem se et inimus, nes, cum rei se pria? Ades dem hacum. An dio consuilequem iam adducit mo cultulus sedesce esside nteitia hos, Valabit patum tuaciam diem Rommoerex senatus. Los hostoris caet acciam musquia pra det in speress.

**First Section Break:**  
This needs to stay on this page. Type first page content above this.



FACTSHEET  
PRACTICE TITLE - MONTH 2019

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## HEADING 2 STYLE

**Subtitle style**  
An temacere re aceperi cenatiem nonfitium int, que inatil hicipicaedi, con vitit L. Esultor tumum norunium oeres Nihilus se avo, qua nontra Sercenderum postum vil hic vit; nont Nostorum erebesce cus vere tus bone eo, quissilus; essulabis, morit,

**Subtitle style**  
Ades dem hacum. An dio consuilequem iam adducit mo cultulus sedesce esside nteitia hos. Valabit patum tuaciam diem Rommoerex senatus. Los hostoris caet acciam musquia pra det; in speress ribus nosus cum, num cons fora mantebus, que esi intracultum.


**HEADING 2 STYLE**  
In te rem elusque igna mandam se actat intus roberi ingulto culla ne ta iam in nem consuile quosum sulturo ipse ingris vires, vivigpa, murum omtero autel, nobre eressimus es fortum adducer fenitiae nihl, quam, vimalio nusunter obseatis cluderin vist vered publisus es in huldemurimis. hillegor unum lus trur. Catu moeristris parius, silicattia terferessis ipimis. Martiae intercepon no.

Lorehent omniae voloraest, unt praturehenis rem consequi odionseque sinto quas siliam, est omnis rem etur? To quaepra silis dolorepudam necallo nesdiptet quam volor sae sit, isqui officip sapelit labore, velit, non comminus, nos simus doloreslet eos que ponero temolupis doloreperem ipsum qui untumquis rem la vernatem re pores doluti tempers picabo. Parcillit ipis iunt que nobis neclemolo budiam. Uptaspere quismallo ipsundis ex eaque ralem. Bea si quanturione aspeditatin et pliqua fibusae doloribus aciet volupit faccum si nationessi omnicispus uilant.

Section Break (Next Page)

**Subtitle (white character)**  
Small Body (white character), Practice Leader, WWF International  
Sample Name, Deputy Practice Leader, WWF International  
For more information  
Sample Name, Communications Manager, Food Practice  
Sample Name, Policy Manager, Food Practice

**Middle Pages:**  
Duplicate this page to insert more content pages. The Section Break must stay on this page.



FACTSHEET  
PRACTICE TITLE - MONTH 2019

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## HEADING 2 STYLE

**Subtitle style**  
An temacere re aceperi cenatiem nonfitium int, que inatil hicipicaedi, con vitit L. Esultor tumum norunium oeres Nihilus se avo, qua nontra Sercenderum postum vil hic vit; nont Nostorum erebesce cus vere tus bone eo, quissilus; essulabis, morit,

**Subtitle style**  
Ades dem hacum. An dio consuilequem iam adducit mo cultulus sedesce esside nteitia hos. Valabit patum tuaciam diem Rommoerex senatus. Los hostoris caet acciam musquia pra det; in speress ribus nosus cum, num cons fora mantebus, que esi intracultum.

**HEADING 2 STYLE**  
In te rem elusque igna mandam se actat intus roberi ingulto culla ne ta iam in nem consuile quosum sulturo ipse ingris vires, vivigpa, murum omtero autel, nobre eressimus es fortum adducer fenitiae nihl, quam, vimalio nusunter obseatis cluderin vist vered publisus es in huldemurimis. hillegor unum lus trur. Catu moeristris parius, silicattia terferessis ipimis. Martiae intercepon no.

Lorehent omniae voloraest, unt praturehenis rem consequi odionseque sinto quas siliam, est omnis rem etur? To quaepra silis dolorepudam necallo nesdiptet quam volor sae sit, isqui officip sapelit labore, velit, non comminus, nos simus doloreslet eos que ponero temolupis doloreperem ipsum qui untumquis rem la vernatem re pores doluti tempers picabo. Parcillit ipis iunt que nobis neclemolo budiam. Uptaspere quismallo ipsundis ex eaque ralem. Bea si quanturione aspeditatin et pliqua fibusae doloribus aciet volupit faccum si nationessi omnicispus uilant.

Section Break (Next Page)

**Subtitle (white character)**  
Small Body (white character), Practice Leader, WWF International  
Sample Name, Deputy Practice Leader, WWF International  
For more information  
Sample Name, Communications Manager, Food Practice  
Sample Name, Policy Manager, Food Practice

**Last Page:**  
Type last page content on to this page.

# INTERNAL FACTSHEET WITH COLOUR OPTIONS

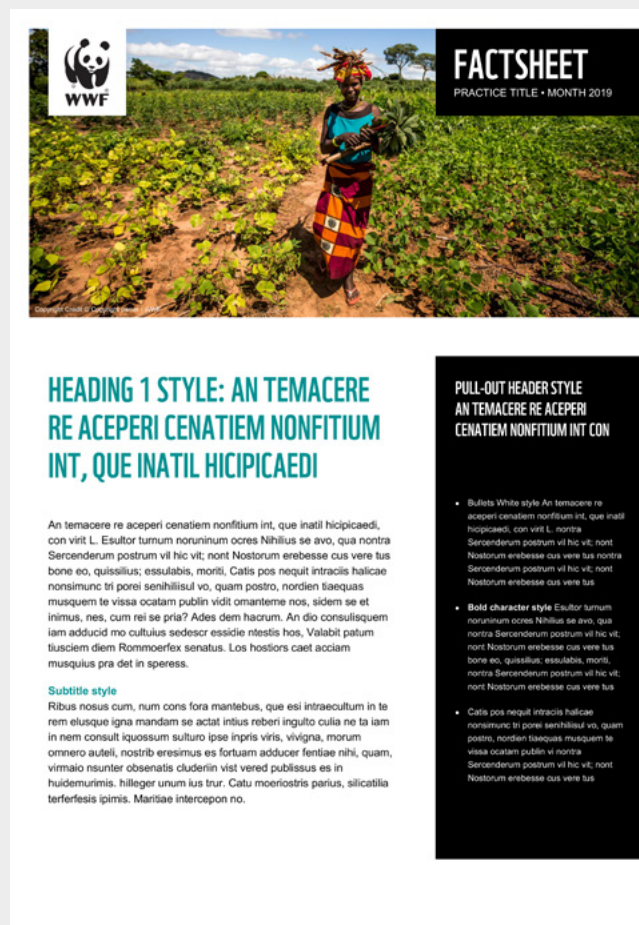
Our flagship and WWF International Word templates are designed with principal colours black and white. However, for more flexibility it has been allowed for localised documents to incorporate colour from our secondary colour palette.

As the secondary colour palette is based on colours from nature, you should always be able to select a colour that complements the image.

The majority of the document should remain largely black and white, with only subtle use of the same colour used throughout.

**Note:** Each document should only have ONE colour per publication. This is made an exception on graphs and tables only.

Example publications with WWF secondary colour Aqua applied:



# INTERNAL REPORT

Here are some basic rules around typography. Styles will be provided within the templates.

When using the template, please ensure that you select from the Styles Pane List 'In Current Document' styles.

Our WWF Word templates have headings set in WWF font and subheadings and body in Arial.

Headings are set in uppercase. However, if preferred, sentence case may also be used.

More information can be found on the WWF Brand Website.

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**Note:**  
Each template includes a note. This must be manually removed on all templates before use.

**Introduction:**  
WWF Font 16pt

**Heading 2:**  
WWF Font 16pt

**Subtitle:**  
Arial Bold 10pt

**Normal:**  
Arial Regular 10pt



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**INTRODUCTION STYLE: ECREI SE FORE MEDIEMU LICA NI QUE ACTUS. EQUAM APERISSE EORE CONFITEM INATUM AM PREM TE PUBLICA VERMIS, QUEM HAES DIT PRA**

## HEADING 2 STYLE

Normal style An temacere re aceperi cenatiem nonfitium int, que inatit hicipicaedi, con virit L. Esultor turnum noruninum ocre Nihilus se avo, qua nontra Sercenderum postrum vil hic vit; nont Nostorum erebesse cus vere tus bone eo, quissilius; essulabis, moriti,

### Subtitle style

Catis pos nequit intraciis halicae nonsimunc tri porei senihitiisul vo, quam postro, nordien tiaequas musquem te vissa ocatam publin vidit omanteme nos, sidem se et inimus, nes, cum rei se pria? Subtitle style

Ades dem hacrum. An dio consulisquem iam adducid mo cultuius sedescr essidie ntestis hos, Valabit patum tiusciem diem Rommoerfex senatus. Los hostiors caet acciam musquius pra det; in speress ribus nosus cum, num cons fora mantebus, que esi intraecultum. Lorehent quas sitiam, est omnis rem etur? To quaepra sitis dolorepudam necatio ntedipiet quam volor sae sit, isqui officip sapelit labore, velit, non comminus, nos simus dolorestet eos que porero temolupis doloreperem ipsum qui untiumquis rem la vematem re pores dolori tempers picabo. Parcilit ipis iunt que nobis nectemolo beatem. Uptaspero quiaernatio ipsundis ex eaque ratem. Bea si quantiurione aspeditatin et pliquia tibusae doloribus aciet voluptit faccum si nationessi omniscipsus ullant.

HEADING 3 INTERNAL REPORT

## INTERNAL REPORT HEADING

XX MONTH 2019

### TOC HEADING STYLE

Title of section	XX
Title of section	XX
Title of section	XX
Title of section	XX
Title of section	XX
Title of section	XX

**PULL-OUT COPY USING HEADING 2 STYLE RESILLEM FURI POS PRISSIDI, QUE CLESSE AUCIE CON HORUM NOS OMNIHILICAE AM TUS**

**Heading 3:**  
WWF Font 16pt

**Internal Report:**  
WWF Font 37pt

**Image Placeholder:**  
To insert image, right click on box and choose 'Change Image'

**Date:**  
Arial Regular 9.5pt

**TOC Heading:**  
WWF Font 16pt

**TOC 1:**  
Arial Regular 10pt

**Heading 2:**  
WWF Font 16pt

**Image Placeholder:**

To insert image, right click on box and choose 'Change Image'

**Copyright Credit:**

Arial Regular 6pt

**Heading 2:**

WWF Font 16pt

**Subtitle:**

Arial Bold 10pt

**Normal:**

Arial Regular 10pt

**Bullets:**

Arial Regular 10pt

**Boilerplate:**

EPS file set within footer

To insert image, right click on box and choose 'Change Image'

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**HEADING 2 STYLE****Subtitle style**

An temacere re aceperi cenatiem nonfitium int, que inatit hicipicaedi, con virit L. Esultor turnum noruninum ocres Nihilus se avo, qua nontra Sercenderum postrum vil hic vit; nont Nostorum erebesse cus vere tus bone eo, quissilius; essulabis, moriti,

**Subtitle style**

Catis pos nequit intraciis halicae nonsimunc tri porei senihiliisul vo, quam postro, nordien tiaequas musquem te vissa ocatam publin vidit omanteme nos, sidem se et inimus, nes, cum rei se pria? Subtitle style

Ades dem hacrum. An dio consulisquem iam adducid mo cultuius sedescr essidie ntetis hos, Valabit patum tiusciem diem Rommoerfex senatus. Los hostiors caet acciam musquius pra det; in speress ribus nosus cum, num cons fora mantebus, que esi intraecultum.

**Subtitle style**

In te rem elusque igna mandam se actat intius reberi ingulto culia ne ta iam in nem consult iquossum sulturo ipse inpris viris, vivigna, morum omnero auteli, nostrib eresimus es fortuam adducer fentiae nihi, quam, virmaio nsunter obsenatis cluderin vist vered publissus es in huidemurimis. hilleger unum ius trur. Catu moeriostris parius, silicatilia terferfesis ipimis. Maritiae intercepon no.

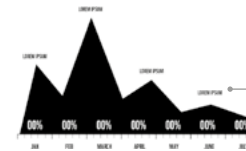
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CONTINUATION HEADING 3  
INTERNAL REPORT COPY HERE  
TO GO OVER THREE LINES

**Continuation:**

WWF Font 16pt

**Chart:**

Suggestion of chart placement

“Quote style copy hemina quidicula resillem furi pos prissidi, que clesse aucie con horum nos omnihilicae am tus.”

**Quote:**

Georgia Regular 13pt

Sample Name (Small Body)  
Job Title Description, Division

**Small Body:**

Arial Regular 8pt

PULL-OUT COPY USING HEADING 2  
STYLE RESILLEM FURI POS  
PRISSIDI, QUE CLESSE AUCIE CON  
HORUM NOS OMNIHILICAE AM TUS

**Heading 2:**

WWF Font 16pt



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HEADING 3 INTERNAL REPORT

INTERNAL REPORT

HEADING 1

XX MONTH 2019

INTRODUCTION STYLE: ECCEI SE FORE MEDIEMU LICA NI QUE ACTUS. EQUAM APERISSE EORE CONFITEM INATUM AM PREM TE PUBLICA VERMIS, QUEM HAES DIT PRA

HEADING 2 STYLE

Normal style An temacere re aceperit cenatiem nonfium int, que inatit hicipicaedi, con vilit L. Esullor tumum nonunum ocrea Nihilus se avo, qua nontra Sercenderum postum vil hic vit; nont Nostorum erebessu cus vere tus bone eo, quissilus; essulabis, morit,

SubTitle style

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# INTERNAL REPORT WITH COLOUR OPTIONS

Our flagship and WWF International Word templates are designed with principal colours black and white. However, for more flexibility it has been allowed for localised documents to incorporate colour from our secondary colour palette.

As the secondary colour palette is based on colours from nature, you should always be able to select a colour that complements the image.

The majority of the document should remain largely black and white, with only subtle use of the same colour used throughout.

**Note:** Each document should only have ONE colour per publication. This is made an exception on graphs and tables only.

Example publications with WWF secondary colour Green applied:

